

## Message Text

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72

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
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R 050938Z MAR 75  
FM AMEMBASSY MANILA  
TO SECSTATE WASHDC 1080  
USDOC WASHDC

UNCLAS MANILA 2805

E.O. 11652: NA  
TAGS: BEXP, RP  
SUBJ: FISCAL YEAR 1977 COUNTRY COMMERCIAL PROGRAM

REF: A-9016

BEGIN SUMMARY  
EMBASSY PROPOSES FIVE PRIORITY COMMERCIAL CAMPAIGNS FOR INCLUSION  
IN FY 1977 CCP. PROPOSED CAMPAIGNS PROVIDE FOR TWO CATALOG  
SHOWS, ONE TECHNICAL SEMINAR AND ONE TRADE MISSION. PLANNED  
ACTIONS CALL FOR THE DEVELOPMENT AND REPORTING OF 30 TRADE  
OPPORTUNITIES, THE REPORTING OF 20 MAJOR PROJECTS, AND THE  
ISSUE OF 40 INSTITUTIONAL AND/OR PRODUCT PRESS RELEASES. ACTIONS  
WOULD INCLUDE CAMPAIGNS TO ENCOURAGE ATTENDANCE AT APPROPRIATE  
U.S. TRADE SHOWS.  
END SUMMARY

1. CAMPAIGN WORKSHEET #1: INCREASE U.S. SHARE OF MARKET FOR  
AUTOMOTIVE SERVICES EQUIPMENT AND SUPPLIES.  
CAMPAIGN MANAGER: TO BE DETERMINED  
CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF FIVE TAR-  
GET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY 1977.

ACTIONS

BY SEPTEMBER 30  
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1. COMPLETION OF MARKET RESEARCH TO IDENTIFY TARGETS.

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2. CARRY OUT CAMPAIGN OF CALLS ON TARGETS IN PROMOTING

AUTOMOTIVE SERVICES CATALOG SHOW.

3. RECRUIT APPROPRIATE AGENT PARTICIPATION IN CATALOG SHOW,  
SPECIFICALLY AT LEAST ONE FILM SHOWING AND EIGHT PRODUCT  
DISPLAYS.

4. MOUNT AUTOMOTIVE SERVICES CATALOG SHOW IN AUGUST/  
SEPTEMBER.

BY DECEMBER 31  
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1. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.

BY MARCH 31  
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1. ISSUE ONE INSTITUTIONAL AND FIVE PRODUCT PRESS RELEASES.

BY JUNE 30  
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1. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.

2. CAMPAIGN WORKSHEET #2: INCREASE U.S. SHARE OF THE  
BUSINESS EQUIPMENT AND SYSTEMS MARKET.  
CAMPAIGN MANAGER: GEORGE A. HAYS  
CAMPAIGN STATEMENT: A TREND TOWARD MODERN OFFICE PRACTICES  
HAS BEEN INSTRUMENTAL IN WIDENING THE MARKET FOR THIS  
PRODUCT CATEGORY. AMERICAN EQUIPMENT HAS HAD A LONG PERIOD  
OF LOCAL ACCEPTANCE. MAXIMUM RESULTS WILL BE ACHIEVED  
WITH PRODUCTS THAT OFFER QUALITY AND TECHNOLOGICAL  
INNOVATIONS.

ACTIONS

BY SEPTEMBER 30  
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1. COMPLETION OF MARKET RESEARCH TO IDENTIFY TARGETS.

2. DEVELOP LOCAL AGENT SUPPORT FOR PRODUCT DISPLAYS AND  
AUDIO-VISUAL PRESENTATIONS AT COMMERCE-SPONSORED CATALOG  
SHOW.

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3. ISSUE TWO INSTITUTIONAL AND FIVE PRODUCT PRESS  
RELEASES.

BY DECEMBER 31  
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1. MOUNT U.S. CATALOG EXHIBIT OF BUSINESS EQUIPMENT AND  
SYSTEMS AT U.S. BUSINESS CENTER SUPPORTED WITH AT LEAST

FIVE PRODUCT DISPLAYS.

BY MARCH 31

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1. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.

2. ISSUE ONE INSTITUTIONAL AND FOUR PRODUCT PRESS  
RELEASES.

BY JUNE 30

-----  
1. ISSUE ONE INSTITUTIONAL AND FOUR PRODUCT PRESS RELEASES.

3. CAMPAIGN WORKSHEET #3: INCREASE U.S. SHARE OF TELE-  
COMMUNICATIONS EQUIPMENT AND SYSTEMS.

CAMPAIGN MANAGER: TO BE DETERMINED.

CAMPAIGN STATEMENT: GROWING TELECOMMUNICATIONS USAGE  
THROUGHOUT THE PHILIPPINES PROVIDES EXCELLENT OPPORTUNITY  
FOR INCREMENTAL EXPORT SALES OF AMERICAN EQUIPMENT IN  
THE PRODUCT CATEGORY. CONSUMPTION FOR FY 1977 IS PRO-  
JECTED AT \$34 MILLION.

ACTIONS

BY SEPTEMBER 30

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1. ISSUE ONE INSTITUTIONAL AND FOUR PRODUCT PRESS  
RELEASES.

BY DECEMBER 31

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1. STAGE TECHNICAL SEMINAR ON A SYSTEMS APPROACH TO  
TELECOMMUNICATIONS.

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BY MARCH 31

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1. MONITOR AND REPORT ON MAJOR PROJECTS.

BY JUNE 30

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1. ISSUE TWO INSTITUTIONAL AND FOUR PRODUCT PRESS  
RELEASES.

4. CAMPAIGN WORKSHEET #4: INCREASE U.S. SHARE OF FOOD  
PROCESSING AND PACKAGING EQUIPMENT.

CAMPAIGN MANAGER: SAMUEL S. H. LEE

CAMPAIGN STATEMENT: THE PHILIPPINE FOOD PROCESSING AND  
PACKAGING INDUSTRY APPEARS TO BE ONE PARTICULARLY MARKED

FOR GROWTH. A NUMBER OF LONG-TERM EXPANSION PROGRAM ARE UNDERWAY IN THE PRIVATE SECTOR. CONSUMPTION OF EQUIPMENT FOR THE INDUSTRY IN FY 1977 IS ESTIMATED AT \$30 MILLION.

ACTIONS

BY SEPTEMBER 30

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1. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.

BY DECEMBER 31

-----

1. ISSUE TWO INSTITUTIONAL AND FOUR PRODUCT PRESS RELEASES.

BY MARCH 31

-----

1. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.

BY JUNE 30

-----

1. MOUNT FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION.

2. MONITOR AND REPORT ON MAJOR OPPORTUNITIES IN THE INDUSTRY.

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5. CAMPAIGN WORKSHEET #5: INCREASE U.S. SHARE OF PROCUREMENT FOR MAJOR INFRASTRUCTURE PROJECTS INCLUDING PARTICIPATION IN ENGINEERING AND CONSULTING SERVICE CONTRACTS.  
CAMPAIGN MANAGER: GEORGE A. HAYS  
CAMPAIGN STATEMENT: APPROXIMATELY 20 PROJECTS ARE TARGETS INVOLVING IMPORTED GOODS AND SERVICES.

ACTIONS

BY SEPTEMBER 30

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1. REPORT ON GOP PLANS FOR EXPANSION ON EXISTING FACILITIES AS WELL AS CONSTRUCTION OF NEW FACILITIES SUCH AS HIGHWAYS, MASS TRANSIT, PORTS, AIRPORTS, HOSPITALS, WATER AND SEWAGE, ELECTRIC POWER AND TELECOMMUNICATIONS.

2. IDENTIFY AND REPORT ON FIVE MAJOR PROJECTS WITH MOST IMMEDIATE OPPORTUNITY.

BY DECEMBER 31, MARCH 31 AND JUNE 30

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1. IDENTIFY AND REPORT ON AT LEAST FIVE MAJOR PROJECTS  
PER THREE MONTH PERIOD.

6. RESOURCE ALLOCATION: A SUMMARY OF RESOURCE ALLOCATION  
AS REQUESTED IN REPAIR IS BEING FORWARDED BY AIRGRAM.  
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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FISCAL YEAR 1977 COUNTRY COMMERCIAL PROGRAM  
**TAGS:** BEXP, RP  
**To:** STATE COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006